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BREATHING NEW LIFE
INTO YOUR HEALTHCARE
MARKETING STRATEGY



E-MARKETING TRENDS

Hot new media ideas for your marketing strategy

» Mr. or Mrs. President, What's Your Healthcare Plan?

» Generation Gaps: Understand Your Audience

» Inside the National Forum on Customer-Based Marketing Strategies

An Eye to the Future

Jim Carroll is a futurist, trends, and innovation expert. He has captivated management teams and health care professionals in keynote speeches for such major U.S. health groups such as Cardinal Health, Providence Health, Harvard Pilgrim Health Care, PharmaLink, the Association of Organ Procurement Organizations, the American Society for Health Care Risk Management, as well as repeated bookings with the national office and all member organizations of the U.S. health giant, Blue Cross Blue Shield.

Carroll's readers asked him about what major trends should be expected in health care. He answered on his blog called the "10 Big Realities for Health Care in 2010." Five of Carroll's responses are listed here.

- ▶ Exponential knowledge and growth in the medical fields. By 2010, Carroll predicts knowledge will be doubling every two years.
- ▶ A focus on cutting costs. Due to industry shortages and the demand to care for aging Baby Boomers, expect consumers to demand better care at more affordable rates.
- ▶ Hospitals to expanding from single campuses in single locations to broad healthcare networks.
- ▶ A greater specialization in the medical field.

To learn more about Jim Carroll and read his blog, visit www.jimcarroll.com.

An American Hospital Association Goal

The American Hospital Association (AHA) wants America's hospitals to offer Health for Life—Better Health, Better Health Care. While not a plan for reform, Health for Life is a guide for building relationships that will work in any political or social climate.

- ▶ **A Focus on Wellness.** Good primary care, health education, and a healthy lifestyle will help bring down the overall cost of care.
- ▶ **The Most Efficient, Affordable Care.** In order to make Americans happy, both the cost of insurance and the cost of health care will need to be lowered.
- ▶ **The Highest Quality Care.** Motivate all staff members and all departments to work together with families and patients to be sure the best care is given in the best possible setting.
- ▶ **The Best Information.** Having informed health care consumers is part of providing good care.
- ▶ **Health Coverage for All.** Everyone must play a role in both expanding coverage and paying for coverage.

The Candidates on Health Care

Who better to explain their healthcare plans than the candidates themselves? Take a minute to absorb these presidential nominee sound bites.

Hillary Clinton

"My healthcare program will cover everyone. I don't leave anybody out. It is a universal system. It will build on the congressional plan that provides health care for members of Congress, their staffs, government employees, and therefore it is not a new system. It is not government-run. It has the advantage of being proven, so that we can withstand what will be obviously the attacks coming from the Republicans, and the right, and the drug companies, and the health insurance companies. It also will give comprehensive health care to everyone..."

—Excerpt from a speech Sen. Clinton gave during the 2008 Congressional Black Caucus Democratic Debate

Barack Obama

"The problem is not that folks are trying to avoid getting health care; the problem is they cannot afford it. My plan emphasizes lowering costs, not only setting up a government plan so that people who do not have health insurance can buy into it and will get subsidized, but also making sure that those who have health insurance but are struggling with rising co-payments, deductibles, premiums... Under Bush, families are paying 78 percent more on health care than they were previously. We put in a catastrophic re-insurance plan that will help reduce those premiums for families by an average of about \$2,500 per year. Every expert that has looked at this has said there is not a single person out there who is going to want health care who will not get it under my plan."

—Excerpt from a speech Sen. Obama gave during the 2008 Congressional Black Caucus Democratic Debate

John McCain

"Last year, Medicaid inflation was 10 percent. No program in the world can survive under that. So of course we want to remove the employer tax, and tax incentives, and move it to the individual. Give the individual a \$2,500 refundable tax credit, a family a \$5,000 tax credit. If you need to have people in special categories such as congenital diseases, we may have to set up a fund to care for those. But the key is, make health care in America affordable and available. Do not destroy it, as the Democrats want to do."

—Excerpt from a speech Sen. McCain gave during a 2007 GOP Primary Debate in Orlando

